SOCIAL AND PERSONAL

Signs of Rain.

Successful German.

Miss Seay's Guests

Did You Ever Breakfast

Grape Nuts

"There's a Reason."

Poems You Ought to Know

Whatever your occupation may be, and however crowded your hours with affairs, do not fail to secure at least a few minutes every day for refreshment of your inner life with a bit of poetry.—Prof. Charles Eliot Norton.

No. 910.

FROM A SHROPSHIRE LAD

By A. E. HOUSMAN.

Other selections from this author, his pertrait, autograph and biographical sketch, have already been printed in this series.

From far, from eve and morning And you twelve-winded sky, The stuff of life to knit me Blow hither: here am I.

Now—for a breath I tarry
Nor yet disperse apart—
Take my hand quick and tell me,
What have you in your heart?

Speak now, and I will answer; How shall I help you, say, Ere to the wind's twelve quarters I take my endless way?

This series began in The Times-Dispatch Sunday, Oct. 11, 190. One is published each day.

ared example of lovely young Virginia shile, to now the guest of felonds in Personal Mention.

Dr. S. J. Hardin is in Baltimore.

Mrs. O'Ecefe, Mr. Garwood O'Keefe and Miss Lessie Tyree have returned from a visit to Mrs. C. W. Bects, it Hampton. Mrs. J. A. McEinnie and children are the givents of Mrs. T. E. Helt, in New-port News.

New School Not Ready.



GOOD LUCK Baking Powder

for its reliability. Its low price of roc per pound debars it from mone. Got it to-day. Once tried always used. Save the label coupons for many hards some presents.

If not at your dealer's, write

THE SOUTHERN MFG. CO., Richmond, Va.

Nearly Three-Fifths of Richmond College Students Last Year Were Wage-Earners.

NOT LOSE SOCIAL STANDING

So Long as They Retain Their Self-Respect Fellow Students Applaud Work,

a young man real sh counge? The cord in the affirmat assertion seems in doubters the record tudents at Richmon casion of 1965-6 may be were 283 students of whom several tudents of the first of the 254 yr 75 per cent. y 59 per cent, re-id their own way There were some as were received; so a undoubtedly larger

How They Made Money.

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stoken who works lose social beamond College? Not if he is not self-respect. A student storn his living, and in spite the spite of the external state of the education of their are fellows.

IRMOUNT NEWS

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IRMOUNT NEWS

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FAIRMOUNT NEWS

To the Man Whose Advertising Is Paying—

If you can get better results for your advertising appropriation you want to know it. If you cannot get better results for your money, you want the satisfaction of knowing that your present investment is paying as well as it can be made to pay.

ANY a successful advertiser feels that although his advertising is paying, if he could only eliminate running waste and the element of chance, that it would pay better.

And very often that's true.

If we can show you the way to greater returns for less money you will be glad to have us do so.

And we will be just as glad to tell you to go ahead as you are going now if we find that your present advertising is developed to the maximum of efficiency.

We offer you, free of charge or obligation, an opportunity to have your proposition subjected to the light of the Lord & Thomas Record of Results.

This Record is a tabulation of actual results, inquiries and sales known positively to have been produced by scores of classifications of selling plans and copy advertising hundreds of different commodities in all good newspapers and other media.

No matter how successful your advertising is at present the Lord & Thomas Record of Results may point the way to greater returns for less money - the difference to be credited to your profits.

For the Record of Results is a guide to the three essentials of advertising-plans, copy, media.

the light of the Record of Results?

Our records and tests have in some cases proved 80% difference in selling power in favor of copy based on the Record of Results over copy prepared on judgment, opinion and unrecorded experience.

The waste mediums in lists used by advertisers who have transferred their accounts to us has proved as high as 33%.

When you consider these facts can you afford to ignore the opportunity we offer you? It may be, even though your advertising is paying, that it could be made to pay better. Or it may be that you are now reaping the maximum of possible results. Isn't it worth finding out which is the case?

One of our representatives is in your city every few days looking after the interests of some of our present clients. That is why we are advertising in this newspaper -to you-NOW.

We ask you to write today—granting us an interview in your office. You will in no way obligate yourself by asking us to

We are issuing a series of small books (cloth bound) covering advertising in all its phases, which we send free to interested advertisers.

ADVERTISING

CHICAGO

IMPROVEMENTS. Lexington Hotel Has Added Large Annex at Big Cost.

Grand Camp Reunion.

Watch This Column Daily

MECKLENBURG MINERAL WATERS,

LARGEST ADVERTISING AGENCY IN AMERICA ANNUAL VOLUME PLACED FOR CLIENTS, \$4,000,000.00

NEW YORK



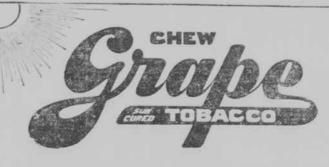
R. H. Bosher's Sons.

STATION WAGONS, CURTAIN ROCKAWAYS, STANHOPES, MORNING WAGONS, SURREYS. PHAETONS, RUNABOUTS, TRAPS, BUGGIES

Repairing and Repainting

R. H. Bosher's Sons,

15 South Ninth Street.



GRAPE is popular, because it is the only sun-cured plug made In Richmond, Va., and a pure sun-cured plug can be made only in Richmond. There is no pure Virginia sun-cured Leaf sold any-where except in Richmond.

We have the best buyer of sun-cured Leaf in the world, and he secures the selections for GRAPE Tobacco.

Our process for manufacturing sun-cured Leaf is a secret, dis-vered through fifty years of experimenting. This gives the satisfactory taste, which all imitators get, but don't know how.

GRAPE is the largest seller in the world, because it is the best pure Old Virginia sun-cured chew in the world. Try the imitations sometimes, and you will love GRAPE better.

Bargains in Bags.

\$3.50

All Kinds of Trunks at All Kinds of Prices.

Repairing of All Kinds a Specialty.

H. W. Rountree & Bro. Trunk & Bag Co. Retail Store: 703 East Broad Street.